

Nogent sur Seine,
03 novembre 2025

Soufflet Agriculture launches its **PERFORMANCES** program For innovative, productive and sustainable regenerative agriculture

Soufflet Agriculture announces the launch of its **PERFORMANCES** program, a structured approach to support farmers in implementing **regenerative agriculture** practices. The objective is to broaden the deployment of this production model while ensuring the economic performance of farms and new value-creation opportunities through value-chain contracts, in France and in its 8 international subsidiaries.

A program focused on performance

- **Agronomic performance:** deploying regenerative agriculture practices to optimize production levels.
- **Economic performance:** improving profitability and securing income through value-chain opportunities, while controlling production costs in this new production model.
- **Environmental performance:** preserving soils and water, improving biodiversity, and reducing climate impact.
- **Social performance:** sharing knowledge, supporting farmers and local communities through value chains, and strengthening links and exchanges.

An inclusive and concrete program

With **PERFORMANCES**, Soufflet Agriculture aims to support all farmers – from beginners to pioneers – in France and in its European subsidiaries, through:

- **Farm diagnostics** to assess advancement levels and identify improvement levers.
- **Training** in regenerative agriculture practices
- **Agronomic references** tailored to each farm's conditions.
- **Inputs and agronomic services** adapted to needs: seeds, cover crops, fertilizers, plant protection products, biostimulants, soil analysis, digital services.
- **Value-chain opportunities** in regenerative and low-carbon agriculture.

Results as early as 2025

- More than **150 farmers engaged** in the initiative.
- Nearly **70,000 tonnes of regenerative agriculture contracts signed** (wheat, malting barley, maize, rapeseed, sunflower), marketed to around ten industrial clients.
- **Progressive value-chain premiums** based on farmers' performance levels.
- **Tailored agronomic solutions:** cover crops, reduced-carbon-footprint fertilizers, digital services.
- Several farmer groups supported through **training**.
- A target of **2,000 farmers engaged by 2030**, in France and internationally.

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Meeting value-chain expectations

Regenerative agriculture is based on **reduced soil tillage, diversified crop rotations, and maximizing soil cover**. These practices help preserve natural resources, promote biodiversity, and **reduce the carbon footprint** of agricultural production – meeting the growing expectations of agri-food industries and consumers.

Comprehensive support

PERFORMANCES is aligned with the mission of Soufflet Agriculture: to support every farmer in daily operations by combining field agronomic solutions, digital tools, and product valorization to ensure technical and economic success.

"With PERFORMANCES, we want to offer farmers an inclusive, pragmatic and forward-looking approach. Our goal is not only transition, but performance – for farms, value chains and territories across all countries where we operate." – Christophe PASSELANDE, President of Soufflet Agriculture

About Soufflet Agriculture

Soufflet Agriculture is the leading grain collector in Europe. Present in major crop regions in France and Europe, the company ensures the collection, storage and marketing of agricultural production and also operates in the agricultural supply sector.

Soufflet Agriculture supports farmers daily in managing their farm for greater profitability and sustainability.

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